

FROME TOWN COUNCIL

making Frome a better place

EXTERNAL AFFAIRS COMMITTEE

Wednesday 22 October 2014, 7pm

Assembly Rooms, Christchurch Street West, Frome. BA11 1EB

Members of the External Affairs Committee are:

Dave Anderson; Eve Berry; Graham Burgess; Adrian Dobinson; Toby Eliot (Chair); Tricia Golinski; Damon Hooton; Mel Usher; Nick White
and
Cara Honey (Mayor for Young People); Alex Shingler (Deputy Mayor for Young People)

AGENDA

1. Questions, comments and information from the public
2. Short talks from:
 - Martin Dimery and Bob Morris, Frome Festival 2014
 - Bob Sargent, Save Open Spaces commissioned report on two mechanisms to protect open spaces in the town
 - Tom Killen, Deputy Leader of Mendip District Council, Mendip Economic Development Strategy
3. Apologies for absence, declaration of members' interests and minutes from the last meeting on 3 September 2014
4. Outstanding actions and forthcoming items
5. Update on economic development & regeneration projects
6. Update on Frome media profile from Common Sense Events and PR
7. Review of the contract to support community groups with fundraising
8. An update on the activities of the Community Projects Officer and the Energy & Recycling Officer
9. Re-development of TH White site on Vallis Road development – Deed of Easement
10. The next meeting will be at 7pm on Wednesday 17 December, Saxonvale Centre

Yours sincerely



Paul Wynne, Town Clerk
Frome Town Council, 5 Palmer Street, Frome, BA11 1DS
15 October 2014

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AGENDA

- 1 Questions, comments and information from the public**
- 2 Short talks from:**
 - **Martin Dimery and Bob Morris, Frome Festival 2014**
 - **Bob Sargent, Save Open Spaces commissioned report on two mechanisms to protect open spaces in the town (To view the report and appendices visit <http://www.frometowncouncil.gov.uk/parks-and-open-spaces/>)**
 - **Tom Killen, Deputy Leader of Mendip District Council, Mendip Economic Development Strategy**
- 3 a. Any apologies for absence?**
b. Cllrs to declare any interests on the agenda
c. To consider and approve the minutes of the last meeting held on 3 September 2014

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4 Outstanding actions and forthcoming items

SUMMARY OF RESOLUTION	MINUTE NO.	CMTEE	MEETING DATE	RESPONSIBILITY	PROGRESS REPORT	Target Date
Walking and Cycling Working Group	2014/38	EAC	25/06/2014	Ruth Knagg	On agenda	22/10/2014
Heart of Wessex Local Action Group	2013/54	EAC	26/06/2013	Peter Wheelhouse	A bid to DEFRA for £2 million has now been submitted. This follows work on a Local Development Strategy that the ERDM contributed to. We expect to hear the result of the bid in late November but in the meantime a local Funding Advice Workshop will be arranged.	
Open Spaces	2014/38	EAC	25/06/2014	Ruth Knagg	On agenda	22/10/2014
Garston Road play area	2014/38	EAC	25/06/2014	Paul Wynne	No progress since last meeting.	
Palmer Street resurfacing	2013/74	EAC	04/09/2013	Peter Wheelhouse	Following agreement with SCC on the components of a revised scheme, SCC have prepared a fresh design. An update on costings is expected imminently. We are working towards implementation in early 2015.	25/02/2015
Riverside Project (Henley Way/Welshmill Lane)	2014/38	EAC	25/06/2014	Ruth Knagg	On agenda	22/10/2014
Apprenticeship programme	2014/35	EAC	25/06/2014	Peter Wheelhouse	Frome Community College is due to recruit an Apprenticeship Coordinator imminently.	
The Showfield	2014/38	EAC	25/06/2014	Paul Wynne	Discussions with Agricultural Society are on-going over the acquisition, meanwhile on site improvements funded by the s106 agreement are on hold	
Cultural Quarter	2014/47	EAC	03/09/2014	Peter Wheelhouse	A bid for funding to enable a feasibility study to proceed has been lodged with the Arts Council.	
Markets in Frome	2014/46	EAC	03/09/2014	Peter Wheelhouse	The idea of a perception survey now has the full support of Mendip District Council, the Frome Independent and the Cheese & Grain. A meeting with Cooper & Tanner to discuss the involvement of the Standerwick Market is due shortly. Work is proceeding to pull together survey questions.	
Community Database	2014/51	EAC	03/09/2014	Kate Hellard	On agenda	22/10/2014
Review of Greenstrand support	2014/24	EAC	30/04/2014	Paul Wynne	On agenda	22/10/2014
Car Club		EAC		Anna Francis		17/12/2014
Participate Frome		EAC		Kate Hellard		17/12/2014
To consider next years work programme		EAC		Jackie Wheeler		17/12/2014
Parking Strategy		EAC		Patrick Moss		17/12/2014
Community Grants		EAC		Ruth Knagg		25/02/2014

Key

	Overdue
	On going (on schedule)
	Action required
	Upcoming item

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5 For Information – Update on economic development & regeneration projects

Author: Economic Development & Regeneration Manager

Summary

The purpose of this report is to update councillors on the major areas of work that are concerned with local economic development and town centre regeneration in Frome. The team involved in this work includes:

Economic Development & Regeneration Manager (ERDM) - lead
Town Centre Regeneration Manager
Planning & Development Officer
Planning & Regeneration Apprentice

Bringing forward the regeneration of Saxonvale

The next stage in this project is the production of an Implementation Prospectus for Saxonvale in cooperation with other landowners. Expressions of interest have been invited from consultants to support the Council in this work and an update will be provided verbally at the meeting. The prospectus will include:

- A more detailed articulation of the vision for the site as set out in the submitted Neighbourhood Plan that will attract public funding and investor interest
- An assessment of the planning powers that could be employed if necessary
- The identification of potential delivery vehicles
- A detailed programme of work that will move the Town Council and partners toward the delivery of a comprehensive scheme

Bringing forward new business workspace

To ensure that new housing development is balanced by employment growth in the town, there is a need to bring forward the development of new workspace. Anecdotal evidence suggests that demand for workspace – both office and industrial is growing but there is a limited choice of premises. Schemes such as the Old Church School have helped to incubate some office-based businesses but the next step is to enable them to grow on and enable incoming businesses to cluster around them. At the same time, employment sites are being lost to housing – approximately 5 hectares have been lost in the last 8 years. Our next steps are to:

- commission a comprehensive survey of businesses to clarify their requirements using the approved Economic & Community Research budget
- use this information to help inform our future Economic Development Strategy (paper to be presented to EAC in early 2015) and safeguard established employment sites
- work with landowners and developers to bring forward new workspace on sites we have identified within the Neighbourhood Plan
- where necessary bring forward further development land to meet the future requirements of local businesses

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Securing new funding for economic development projects

Councillors will be aware that the Heart of Wessex Local Action Group has been established covering not just Frome but also surrounding rural Mendip parishes, parts of South Somerset and South Wiltshire to draw down EU funding for rural economic development. As a member of the Steering Group, the EDRM has contributed to the preparation of a Local Development Strategy which has now been submitted to DEFRA. Up to £2 million is expected to be drawn down over the next 5 years creating opportunities for:

- small & micro-businesses
- food & drink
- local products
- cultural & heritage projects
- rural services
- other rural projects to support farm diversification and forestry

A formal decision is expected by DEFRA in November. Local promotion is planned including a Funding Advice Workshop.

The EDRM is also in contact with the Heart of the South West Local Enterprise Partnership to explore the potential to draw down Government funding; this has particular relevance to the regeneration of Saxonvale and bringing forward new workspace generally.

Public realm improvements

The Town Centre Regeneration Manager is leading work on a number of projects to improve the public realm. Overall these projects are designed to enhance the appearance of key arrival points in the town, make them more pedestrian friendly and ultimately improve footfall and trade in the town. As such, they are relevant to our other efforts (see below) to develop the town as a visitor destination. They include:

- Schemes for the Market Place and Station Approach to make them more pedestrian friendly and in the case of Station Approach to improve directional signage for pedestrians and cyclists. Linked to this are discussions with First Great Western regarding a scheme to further improve passenger facilities at the station.
- A scheme is being developed for the Market Yard to improve landscaping and tourist signage in consultation with Mendip District Council (MDC). Linked to this is a project to review the car parking strategy across the town also in consultation with MDC that will be the subject of a paper at the next EAC.

Funding has already been identified to implement these schemes. Future developments in this and other areas will be informed by this year's 'Towns Alive' market town benchmarking survey that will measure the performance of the town centre relative to other market towns.

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Tourism promotion

The development of the Discover Frome website has provided a useful platform to further promote the town as a visitor destination. The focus is now on further development of this site to promote the high quality independent shopping in the town and putting in place a RSS feed to keep people abreast of news about Frome as a place to visit. Links from other websites are also being pursued. In due course proposals for further PR work will be presented to build on the earlier PR campaign that has helped to grow Frome's national and international profile. We are investigating the potential for cooperation with Bath and Bristol as potential 'gateways' for international visitors and the opportunity to work with First Great Western and the Heart of Wessex Community Rail Partnership to help promote visits to the town by rail.

Developing Frome as the market town

Preparations are being made to undertake research that will inform the future development of Frome as *the* Market Town. This research is being undertaken with the cooperation and involvement of all existing market operators and will target existing market visitors, those who currently do not visit the markets, market traders and other businesses. The research will attempt to clarify people's perceptions of the various markets and encourage new ideas to come forward that will help to further improve them.

Neighbourhood Plan

The Neighbourhood Plan has now been submitted to Mendip, however there is likely to be further work following the 6 week consultation carried out by Mendip. This could include a public enquiry and possibly further amendments to the plan in response to the public consultation and Inspectors comments.

Major events

The team is responsible for supporting major events in the town. These include:

- the Frome Christmas Extravaganza - 'An Edwardian Christmas' planned for 28 & 29 November this year and the Christmas lighting scheme – directly managed by the team
- Frome Festival
- Frome Carnival

A verbal report on this year's Frome Festival will be provided by the organisers at the meeting.

6 For Information - Update on Frome media profile from Common Sense Events and PR

Author: Town Clerk and Common Sense Events and PR

Common Sense Events and PR have been working for FTC for 6 months and this report provides a summary of their work and lists the plans for the remaining half of the year.

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Background

Common Sense Events and PR look after the public relations and communication for Frome Town Council. They are employed to work 1 day a week at a rate of £265/day.

They are responsible for creating engaging, interesting stories and news items about Frome Town Council. These stories are created from the information taken at council meetings and communication received from the team. Support is also provided in copy editing and working on internal communications.

Each news story is assessed for the intended audience, written in the appropriate tone and sent to the relevant media. These media outlets are comprised of traditional/non-traditional news outlets, i.e. newspapers, Facebook, media screens etc. In order to manage this, an initial scheme of work was completed looking at the demographics of people in Frome and where they consume news.

Alongside this Common Sense Events and PR provide assistance and support for social media. They work on local features and national features which promote Frome as a destination. The split of this work falls somewhere between 80 – 90% local features and 10 – 20% national.

Media Outlets

Each story is communicated in a variety of ways and through different media. Each media is of course a valuable means to reach different key audiences in Frome. Different demographics of people consume media in different ways and as media is now so fragmented it is essential to utilise as many routes to audience as possible.

Newspapers and radio are essential in reaching wide audiences whilst less traditional and social media are vital in creating an online dialogue with our audience.

We have utilised the following places to communicate with the people of Frome:

Local Press

The Frome Standard	Audience	5,000 printed – 18,053 readers
The Frome Times	Audience	13,700 copies
The List	Audience	5,000 printed – 15,000 readers

Local Websites

The Frome Standard	Audience	63,420
Frome People	Audience	10,000
Discover Frome	Audience	TBC
Frome Community	Audience	TBC

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BBC Somerset	Audience	Approx. 450,000
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Social Media

FTC Facebook Group	Audience	749
What's on Frome	Audience	1049
Spotted in Frome	Audience	4650
Spotted About Frome	Audience	379
Frome NCT plus Frome NCT Chat	Audience	466
Frome WI	Audience	209
Frome Business Page	Audience	463
Frome	Audience	567
Mayor's Facebook Page	Audience	710

Regional Press

BBC Radio Somerset	Audience	345,000	
The Breeze Radio	Audience	125,000	
Points West News	Audience	450,000	
Crumbs Magazine	Audience	48,000	24,000 printed

Additional Media

- Posters
- Flyers
- Events

Non-traditional communication opportunities

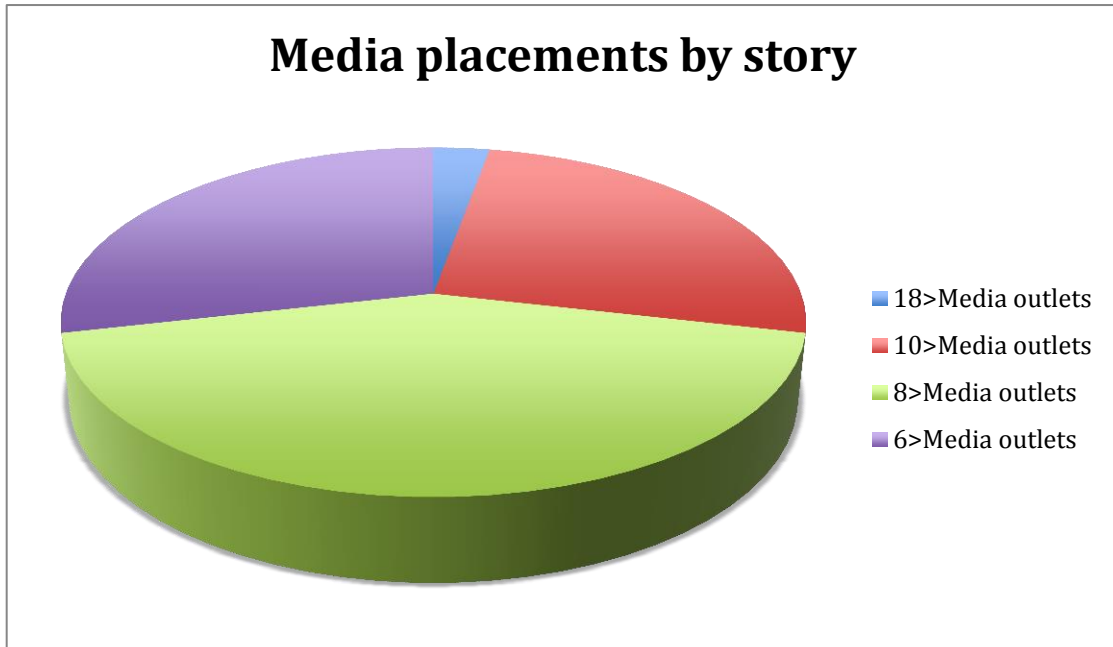
Frome Medical Screen	Audience	50,000
Questionnaires with Frome College	Audience	1,200
School websites	Audience	TBC
School newsletters	Audience	5,000
Key Centre/NCT/parent and toddler group newsletters	Audience	TBC

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The story so far

So far, 70 different 'news stories/features' have been written since the beginning of the contract. These stories have been told across a variety of different targeted media, and to different groups of people in Frome, each story has been told through a minimum of six media channels, some significantly more as demonstrated here:



This chart demonstrates the number of media/groups a story has reported within, i.e. a given story could receive coverage in 2 newspapers, 3 websites, and 2 Facebook groups and on the radio.

Highlights

1. For the Christchurch Street Public Offices Consultation we trialed several methods of communication and collectively were successful in reaching a wide audience. These included:

- Newspapers
- Radio
- Posters – in pubs/medical centre/school etc.
- Flyers distributed at the Sunday market
- School newsletters
- Facebook seeding
- Event – Palmer Street open at Frome Independent

2. We achieved several front pages in local press this year, including stories on Saxonvale, Green Energy Awards nomination and the Neighbourhood Plan. Two weeks ago Frome Town Council had 7 stories in one paper edition of the Standard, which is testament to the huge amount of positive news being reported.

3. Considerable local coverage for the Charlie Robbins story, successfully pitched to Points West and the BBC, who gave the story significant coverage pre and post event.

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4. Entrada travel blog – National Lifestyle website covered ‘Frome’ as a tourist destination.

5. The Listings Site – National entertainment and lifestyle site covered Frome as a shopping feature.

6. Frome stories have been covered in The Mirror, The New York Times and Home and Garden this year – All-focusing on tourism and links to The Frome Independent. Coverage secured by the FI and CSE.

Value for money

Assessing the monetary value of PR is not an exact science, traditionally Return on Investment would be measured by comparing column inches in a paper with the equivalent cost to advertise in that space, in an increasingly more ‘social’ market this method of assessment becomes less straight forward to quantify. Industry standards vary but often use reach and number of placements as an indicator, rather than outcomes. Outcomes can be assessed by public perception and feedback generated within social media.

We know based on the demographics/readership of the media we have used this year, that Frome/Frome Town Council stories have reached target over 10,000,000 times. This means for every £1 that has been spent the equivalent of 1500 people have been reached with a positive news story about Frome.

Current Projects

1. Introduce an RSS Feed from the Frome Community website

This essentially is a top level data transfer from one website embedded to another, very similar to a news ticker seen on the BBC site. We propose that a data transfer table is set up allowing Frome Town Council news to be embedded into other websites.

This will mean working on content and news features for the Frome Community website, to include:

- News stories already being generated
- News from the Youth Council
- News from Frome College
- News from our community groups

We plan to embed the RSS feed into Frome Community website; promote RSS feed to third parties such as Frome College and the Medical Practice screens.

2. Events

Explore opportunities to engage with different demographics through a calendar of events.

Frome Town Council leads events or helps facilitate community groups in their events:

- Frome Extravaganza

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- Rodden Meadow Games
- Hogmanay on the Hill
- St Catherine's Day

3. Twitter/Social Media

Create a social media strategy

Build Twitter audience, start campaigns/live tweet from EAC meetings/tweet surgeries – i.e. 'Ask us anything' or 'Ask us about planning' etc.

Points to note from the Town Clerk

Common Sense Events and PR continues to provide a valuable and professional service to The Town Council and the community as a whole. The value for money calculation is revealing and a good indicator of success. Considering the specific current projects it is important to note that these are in addition to the day to day work of advising staff, writing copy and placing it in the media targeted to our audience. The current contract ends with the financial year; at this stage in the year it would be right to thank Common Sense Events and PR for their work so far and note the plans for the remaining half of the year.

7 For Decision - Review of the contract to support community groups with fundraising

Author: Community Projects Officer

Green Strand has held the contract to provide advice, primarily fundraising, to voluntary and community groups for two years. The purpose of this paper is to review their performance and recommend next steps.

Outcomes measured against contracted targets

1. Up to 4 workshops/training sessions per year

Two workshops have been organised, the first specifically on applying to Awards for All, and the second on choosing the right legal format for a project (run in conjunction with the Community Projects Officer).

2. One to one consultations giving advice on pre-preparation, positioning as well as identifying potential funding sources. Up to 72 appointments or 144 hours per year.

This area of the contract has been most widely taken up. In the second year, for instance, the actual hours spent were more than 170 hours. These covered meetings, research, and support with groups' grant applications.

3. Funding for Frome page on Green Strand website.

This is in place and easy to find from the website home page.

4. Monthly newsletter for civic and voluntary groups

It was mutually agreed that this would not be pursued since a number of other funding newsletters are already circulated locally and therefore this was not a good use of resources.

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Outcomes for Frome

- Over the two years, £139,720 has been raised by local groups, at a cost of £20,000 to the Town Council
- £101,590 of this total was raised during the second year, reflecting the time taken for awareness of Green Strand's service to be raised and for groups to structure themselves so that they were ready to take advantage of larger grant opportunities
- Funding sources: 1 grant from RBS of £30,000; 5 grants from Awards for All totalling £48,090; 4 grants from Frome Development CIC totalling £19,500; £8,000 from Children in Need and grants totalling £34,130 from 7 other funders
- Advice was given to 27 different groups or individuals, either setting up or growing their project
- New projects supported from scratch include a new youth club for children with special needs and a Children's Festival which should become an annual fixture.
- Bringing groups together to work on applications in partnership has been encouraged, the most recent success being Home in Frome with Active and in Touch
- The largest amount of time has been spent advising groups on how to become 'grant ready' and therefore the voluntary and social enterprise sector (or third sector) in Frome is stronger and in a better position to support future projects

Dovetailing with Frome Town Council's own grants programme

The figures shown above do not include grants secured by Frome groups from applications to Frome Town Council, since Green Strand have focussed on leveraging grant income for groups from other sources. Clearly, as part of Green Strand's advice, they are able to recommend when an application from an organisation to FTC would be viable.

In addition to Greenstrand's work, the Community Projects Officer has also supported local organisations. In practice, these meetings have generally been with smaller community groups that require greater peer support and organisational structural advice and may not ever be in need of seeking larger grants. The organisational structural support for smaller groups should be supplied through FTC staff and this will be discussed at a future meeting.

Given the success that the contract with Greenstrand has generated, their contract should continue for a further year and they should continue to focus on supporting organisations on funding bids. This should include supporting the Town Council on large bids.

Recommendations

1. Support to Frome's 'third sector' should continue. Green Strand to be contracted for a further 12 months at a fee of £10,000 to build on the successful work done to date.
2. A revised contract to be drafted reflecting the discussion and successes described above.

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8 For Information - An update on the activities of the Community Projects Officer and the Energy & Recycling Officer

Author: Energy & Recycling Officer

Projects	Energy and Recycling Officer Update to October 2014	To be completed by
Transport	<p>Car Club: two funding applications pending. Linking with Frome Medical Practice.</p> <p>Cycling: Secured funding for Dr Bike sessions and cycle confidence classes. Sessions provided at Children's Festival and One Planet Sunday. New programme of free and discounted classes launched.</p> <p>Electric Charging points: three free electric car charging points secured for Cheese and Grain and community hub.</p> <p>Frome lift-share Twitter launched.</p> <p>Set up sustainable transport programme: helped secure £30k Section 106 money for signage and wider pavement at train station. Organised Frome and Villages Bus User Group.</p>	<p>Launch planned December 2014</p> <p>Cycle class programme launched September 2014</p> <p>Installation end of October</p> <p>September 2014</p> <p>October 2014</p>
Waste	<p>Re-Use Centre / shop – applied for funding in partnership with Edventure and Men's Sheds. Supporting Instrument Recycling, Toy Library and Scrapstore projects.</p> <p>Protomax: organised VHS amnesty to recycle videos into planters and benches for Frome.</p> <p>Linking with Biozolve to recycle green waste into biomass pellets.</p>	<p>Awaiting funding news end of October</p> <p>17/10/14 – 1/12/14</p> <p>December 2014</p>
Energy	<p>One Planet Sunday: 14 September, attended by over 350 people, lots of interest in energy and resource-saving activities. This is now planned to be an annual event. Props used as One Planet procession at Frome Carnival.</p> <p>Training: team of 6 energy volunteers trained to assist fuel poor households linking with CSE's WISH project.</p> <p>Schools: launched Carbon Countdown in September with Frome College, Oakfield and Selwood Academies aiming for 10-20% carbon reduction.</p> <p>Solar: Frome Renewable Energy Co-op will launch their</p>	<p>14 September 2014</p> <p>Winter 2014</p> <p>Spring / summer 2015</p> <p>December 2014</p>

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	first solar projects and community share issue soon.	
	Converging World: we will be integrating their energy hub into our website and are using their thermal imaging camera to do community engagement work.	November 2014
	Shortlisted for 'Most proactive public body' by South West Green Energy Awards	November 2014

Future Activities:

Exploring more ways to promote the on-going work to the community
 Exploring opportunities to link with Bristol's green capital activities
 Investigating feasibility of setting up a discounted / green Frome energy tariff
 Developing a One Planet strategy and FTC policies in line with the Neighbourhood Plan
 Support Town Centre Regeneration Manager with business waste recycling programme
 Linking with Job Centre and local colleges to support and promote green skills opportunities

Author: Community Projects Officer

Area	Task	Status
Rodden Meadow	Liaise with Somerset Wildlife Trust 'Magnificent Meadows' campaign	On-going
	Three new benches – carved with poetry	Competition autumn 2014
	Willow planting (Julian Hight & schools)	Spring 2015
	Spring Games	Spring 2015
Phase 2	Changes to pathway to Wallbridge - identify ownership, gain permissions, open up views to river & access	Spring/Summer 2015
	Open up river bank access	2015/16
Millennium Green	Further opening up to link Rodden Meadow and Millennium Green	Winter 2014/Spring 2015
Community Orchard (at Birchill)	Tree planting (possible further fundraising)	Spring 2015
	Scything workshop	May 2015
Phase 2	Improvements to river bank access	Summer/Autumn 2015
Victoria Park		
MUGA	Planning	Convinced Environmental Health to withdraw their objection. Planning permission granted 10/10/2014

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	Construction	To begin mid November – concurrent now with drainage and a new path
Costed master plan	NVB to provide for overall plan	Autumn/Winter 2015
Replacement tennis courts	Planning	Sport England funding of £75k looking hopeful
	Creation of new paths to be carried out	Summer 2015
Dippy		
Master plan	Management plan that balances needs of people and wildlife – led by NVB	MCA map due to be received soon to inform NVB
	Signage for ownership	Awaiting freehold transfer
	Access consultant re. new gates/ramp etc. (via NVB)	To be done following transfer
	Seek advice on the culvert	On-going with MCA
	Dog mess/litter solutions/path management	On-going with MCA
Showfield	Continue transfer discussions	On-going
	Master plan by NVB	First draft received
River Corridor	Henley Way to Welshmill footpath	
	Unlock s106 monies	Awaiting response from Rossetti House
	Draw down MDC grant	£20k to be received 17/10/14
	Construction by MindSet	Due to complete end Nov
	Extra works due to Env. Agency needs	Env Agency contributing £5,000 to widen path
Walking & Cycling Routes		
Cottle's Oak	Clear right of way or re-route	Ascertain ownership
Path school field at Weylands	Liaise with SCC	School object to the plan.
Portway crossing	Developers are constructing, no further detail at the moment	Date for construction TBC
Manor Road roundabout	Permissions to be sought from landowner to create footpath	
Church St contraflow	For cyclists	Highways won't agree to this

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Promotion	New mapping	Quote sought plus Frome College involvement
Missing Link	Phase 1 Welshmill Lane to Weylands	Complete except for barriers
	Phases 2 & 3	Fundraising underway
Adderwell/S outhfield Farm routes	Liaise with developers & look for funding opportunities	Friends of the River Frome leading on this
Whatcombe Fields	Community purchase by Save Open Spaces (not FTC)	FYI, landowner willing to negotiate & pledges are being sought for community shares
<p>Future Activities: Completion of Henley Way to Welshmill path Construction of the MUGA in Mary Baily playing field Planning and community engagement re tennis courts replacement Dippy & Showfield management plans Support to community groups on organisational set-up and grant applications before the January round of FTC grants.</p>		

9 For Decision– Deed of Easement for Land on the T H White site at Vallis Road, Frome and associated open space

Author: Planning & Development Officer

Summary

1. The purpose of the report is to inform Councillors of the proposed Deed of Easement for land on the T H White site at Vallis Road, Frome. The Deed will give T H White the full and free right to unobstructed visibility 300mm above road level over Frome Town Council's property. This is, in effect, reducing the height of a small section of wall so that new residents on the site have enough visibility to exit safely onto Vallis Road.

2. To inform Councillors of the potential acquisition of public open space at Vallis Road with the benefit of a £39,500 S106 contribution.

Background

In December 2012, a planning application was submitted to MDC by T H White Ltd, for land at Vallis Road, Frome. The proposal was for the redevelopment of the site for up

to 58 residential units and alterations to vehicular access. This was an outline planning application and only access is considered. Appearance, landscaping, layout and scale are reserved for future consideration.

In order for the applicants to achieve the required visibility for the access road to the site, the height of the adjoining wall needed to be lowered by 300mm. The wall forms

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part of the existing access into the Vallis Way allotments (map attached with the area highlighted in orange at Appendix 1), which is in the ownership of the Town Council. We were approached by the Agent, asking if in principle we would be willing to enter into a deed of easement to allow the wall to be lowered.

This was agreed subject to traffic calming measures being carried out along Vallis Road.

It was agreed with the district and town ward Cllr Helen Sprawson-White and the developer that a Speed Indicator Sign should be installed. This was accepted by the developer.

The Deed of Easement has now been submitted for signature and has been checked by the Council's Solicitors. It is recommended that the easement is signed.

Public Open Space

In addition to the application for the residential development described above, a second application was also submitted to change the use of land from agricultural depot to public recreational open space, shown on the attached plan outlined in red (see Appendix 1).

We were contacted by the agents to ask if the Town Council would consider taking over the ownership of the public open space. We said that the Town Council would consider this subject to the terms of the S106 agreement and Council approval.

The Grounds and Properties Manager prepared a report setting out the estimated establishment and maintenance costs for the site over the next 20 Years. The costs were estimated to be £39,500 and the S106 agreement makes provision for this amount. The S106 agreement does not transfer the open space to FTC. This is because in order to take over the site it was felt that a public consultation should be carried out to establish how local residents would like to see the open space developed. The S106 agreement also includes a further contribution of £3950 that will be paid to the Town Council to carry out this consultation.

A further report will be presented to Council once the S106 has been signed and more information concerning the acquisition of the public open space is available.

Recommendations

1. The Deed of easement be signed once the S106 agreement has been signed
2. The potential acquisition of the public open space is noted.

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Draft Minutes of a meeting of the External Affairs Committee

Wednesday 3 September 2014 at 7pm
Saxonvale Centre, Garsdale, Frome. BA11 1RZ

Present:

Councillors: Dave Anderson; Eve Berry; Graham Burgess; Adrian Dobinson; Toby Eliot (Chair); Tricia Golinski; Nick White
Cara Honey (Mayor for Young People), Alex Shingler (Deputy Mayor for Young People)

In attendance:

Cllr Peter Macfadyen, Claire Wilson (Frome Standard), Faye Penfold, Paul Wynne (Town Clerk), Peter Wheelhouse (Economic Development & Regeneration Manager), Kate Hellard (Community Projects Officer), Lyndsey Haines (Finance & Administration Apprentice), Allan Bennett (Planning & Regeneration Apprentice)

10 members of the public

Minute Ref	Agenda Item	Action
2014/40/EAC	<p>1 QUESTIONS, COMMENTS AND INFORMATION FROM THE PUBLIC</p> <p>Sue Hughes asked Cllrs if a railing could be put by the lower steps of the Millennium Green to assist elderly walkers when on the Health Walks. The Town Clerk responded that FTC is helping the Millennium Green Trust manage the area, and will see if the idea could be implemented.</p> <p>Charles Wood noted the Somerset Towns forum network event would be held at the Cheese & Grain on 15 October 2014. It would be a joint event between V4F and FTC.</p> <p>Cllr White stated that SCC was attending the Frome Cheese Show as a ‘roadshow’ event where Frome residents could go and express their views about what SCC could do for Frome.</p>	PWy
2014/41/EAC	<p>2 SHORT TALK FROM BOB SARGENT, FRIENDS OF THE RIVER FROME</p> <p>Bob Sargent expressed FORF’s gratitude for the community grant they had received the previous year. The grant had been spent on buying waders and life jackets to enable access to deeper parts of the river to collect litter and control the invasion of weeds.</p> <p>He noted that implementation of the river strategy had begun. The main progress was the installation of a new footpath between Henley Way and Welshmill. The area will include an allotment pocket park which is on Council owned land, installation of benches</p>	

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	<p>and angling points. There will also be a timber constructed ramp at the bottom of Henley way to allow disabled and motorized vehicles access. The works on the footpath were due to begin the following week and would be completed by Mindset.</p> <p>From Henley Way, FORF were also planning to install a footpath leading to the railway bridge. It was expected that Network Rail would give permission for the footpath to go under the railway bridge, although this was taking some time.</p> <p>Bob explained the next part of the strategy was the installation of a footpath across the river, from Southfield to Adderwell. It was possible the project could be funded by a s106 agreement. The vision was to connect Rivers Reach to Rodden Meadow.</p> <p>CLlr Burgess commented that when the Planning Sub Committee saw the Southfield Farm application they noted they were keen to see a link to the town centre. One option was to use the existing arch under the railway, or build a pedestrian bridge alongside the existing railway bridge. Bob Sargent noted that FORF are trying to keep the footbridge away from the existing bridge to avoid the flood level issues and try to minimize potential for damage to the bridge.</p> <p>CLlr White asked if FTC had a contact at Network Rail. It was confirmed that a series of meetings had been held with Network Rail.</p> <p>CLlr Dobinson asked FORF if there would be interest in creating Friends of the River Rodden as he was considering spending his Community Environment Grant from MDC to conduct a feasibility study to prevent flooding along Wallbridge and Warminster Road. Bob suggested discussing CLlr Dobinson’s proposal after the meeting.</p>	
<p>2014/42/EAC</p>	<p>3 a. APOLOGIES The Chair formally opened the Council meeting at 7.23pm and an apology of absence was received from CLlr Usher.</p>	
<p>2014/43/EAC</p>	<p>3 b. DECLARATION OF INTERESTS CLlr Dobinson declared that he had resigned from the Liberal Democrat party and was now an Independent CLlr.</p>	
<p>2014/44/EAC</p>	<p>3 c. MINUTES The minutes of the External Affairs Committee meeting held on 25 June 2014 were approved as a true record of the meeting and signed by the Chair.</p>	

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<p>2014/45/EAC</p>	<p>4 AN UPDATE ON WHAT THE COUNCIL IS WORKING ON AT THE MOMENT</p> <p>The Town Clerk informed Cllrs that he had received an email from FTC’s solicitors notifying him that the paperwork was ready to be signed for the transfer of land at Foundry Barton and Henley Way from Persimmion Homes to FTC.</p> <p>Cllr Eliot enquired about the progress of the Garston Road play area and the s106 agreement. The Town Clerk explained MDC were in discussion about what to do with the s106 monies, one potential idea was to use the money to contribute to the footbridge project described by Bob Sargent . (above)</p>	
<p>2014/46/EAC</p>	<p>5 FOR DECISION – MARKETS IN FROME – A STRATEGIC APPROACH</p> <p>The Economic Development & Regeneration Manager explained to Cllrs the idea of a survey was to assist in the enhancement of the Wednesday and Saturday markets in Frome. The plan was to work closely with MDC and other market operators in Frome and FTC would design the survey for them to encourage participation.</p> <p>Cllrs asked the EDRM to ensure the survey encompass a wide range of people including visitors to the market, Frome residents, shop keepers, stall holders, and all interested parties. The EDRM ensured them that it would be a rounded survey covering all interested parties and would be extensively promoted.</p> <p>The EDRM noted he would be discussing the opportunities for Markets in Frome with Stuart Finney at MDC as well as a strategic placing of market stalls on different days, including evening.</p> <p>The EDRM also noted that the results of the 2014 Benchmarking survey would be posted within the next couple of weeks.</p> <p>The recommendations were:</p> <ol style="list-style-type: none"> 1. The Economic Development & Regeneration Manager make contact with local market operators to secure their support for a survey on local markets and a contribution to the costs of paying volunteer expenses 2. A brief to be prepared with a view to completing the research by the end of November 2014 3. A contribution by FTC to the cost of paying volunteer expenses up to a maximum of £500 utilising the Market Regeneration EMR 4. Come back to EAC in December with a strategy to create Frome as “THE Market Town” <p>Proposed Cllr Burgess, seconded Cllr Golinski, agreed unanimously.</p>	<p>PWh</p> <p>PWh</p> <p>PWh/JW</p> <p>PWh</p>

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<p>2014/47/EAC</p>	<p>6 FOR INFORMATION – UPDATE ON A PROPOSED ‘CULTURAL QUARTER’</p> <p>Amanda Sheridan from Black Swan Arts provided an update on the ‘Cultural Quarter’ project. She noted that the ‘Cultural Quarter’ was a working title and Black Swan Arts had been working on the project since 2012. The C&G, Frome Library and the Merlin Theatre were now involved. She noted that the Frome Museum had yet to commit.</p> <p>MDC had stated their interest and their intention to be involved with the steering committee, as had the Houser & Worth Gallery at Bruton.</p> <p>The Black Swan Arts were applying to the Arts Council for the sum of £45,000, of which 10% would be match funded by the Black Swan and FTC. This would then pay for two consultants to conduct a feasibility study. All venues in the town would hopefully be engaged in the process.</p> <p>The application was due to be submitted on 27 September and the Black Swan was confident their application would be approved. The application could open the door to over £2million of funding.</p>	
<p>2014/48/EAC</p>	<p>7 FOR DECISION – VISION 4 FROME – COMMUNITY PLAN UPDATE AND REVIEW</p> <p>Kate Hellard provided an update on V4F matching the findings from the Participate Frome and Young People’s consultations. The report highlighted a list of themes and projects and the objectives of the V4F community plan.</p> <p>Some of the most significant points raised since V4F’s publication were access to the river, increasing and improving community coherence between elderly and young people in Frome and a focus on activity for local residents in Frome. It was also noted that more support was needed to promote Frome to local residents as well as tourists.</p> <p>The recommendation was to continue to support the community plan review process alongside V4F.</p> <p>Proposed Cllr Eliot, seconded Cllr Anderson, agreed by majority.</p>	<p>KH</p>
<p>2014/49/EAC</p>	<p>8 FOR DECISION – AWARD OF COMMUNITY GRANTS</p> <p>Cllr White declared an interest due to the application by the Merlin Theatre.</p> <p>Cllr Macfadyen asked that declarations of interests from Cllrs on</p>	

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2014/52/EAC	11 DATE OF NEXT MEETING The next meeting will be at 7pm on 22 October at the Assembly Rooms.	
The Chair closed the meeting at 8.16pm		